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PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/689,407	
	Filing Date	October 20, 2003	
	First Named Inventor	JOHNSON, Sam	
	Art Unit		
	Examiner Name		
Total Number of Pages in This Submission	28	Attorney Docket Number	01003.1010

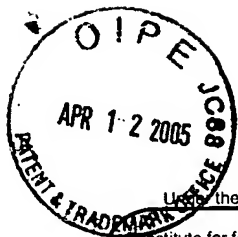
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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number 10/689,407

Filing Date Oct 20, 2003

First Named Inventor JOHNSON, Sam

Art Unit

Examiner Name

Sheet 1

of

2

Attorney Docket Number 01003.1010

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	A1	JON LAFAYETTE, Adds on VOD Seen as Counter to Skipping, tvweek.com, www.tvweek.com/article.cms?articleID=26175, Oct. 4, 2004	
	A2	TOM GILBERT, A VOD model that can work for everyone, Electronic Media, Editorial	
	A3	JAMES R. HAGARTY, Judge's Ruling on Pop-Up Ads Is a Blow to Web-Site Operators, Wall Street Journal, Moday September 8th, 2003, Page A3 and A5	
	A4	BOB KEEFE, TV Execs plot ways to 'keep eyeballs' Atlanta Journal Constitution.	
	A5	ALAN I. LIGHT, CNN's new format is 'jumbled mess', USA Today	
	A6	JIM LOVEL, Advertisers focus on sp...., Atlanta Business Chronicle,	
	A7	VANESA O'CONNELL, Ad Slump May Be Worse Than Thought,	
	A8	MICHAEL MCCARTHY, Ads are here, there, everywhere, USA Today, June 19, 2001	
	A9	TERRY LEFTON, Playing the Ad Market, The Industry Standard, July 30, 2001	
	A10	MATTHEW T. FELLING, Updated Headline News Sets channel on fluff cycle,	

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		<b>Complete if Known</b>	
		Application Number	10/689,407
		Filing Date	Oct 20, 2003
		First Named Inventor	JOHNSON, Sam
		Art Unit	
Examiner Name			
Sheet 2	of 2	Attorney Docket Number	01003.1010

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	A11	DAISY WHITNEY, A 'TiVo-Proof' Ad Model, Vision Week, May 7, 2004	
	A12	LOUIS CHUNOVIC, Satellite TV hits Stores	
	A13	CURTIS RIST, Should you ad go here?, <a href="http://money.cnn.com/2004/03/04/technology/business2_adds/">http://money.cnn.com/2004/03/04/technology/business2_adds/</a>	
	A14	JACK MYERS, Outdoor Sets Sites on Doubling Share-of-Market with Research & Tech Upgrades, Jack Myers Report, March 3, 2004	

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